



**J. Kapolchok**  
**+ Associates**

Land Use Planning  
Urban Design

**The Barn**  
Artisan Retail Marketplace and Housing  
5400 Old Redwood Highway  
Petaluma, CA  
December 2021

**Applications:** Pre-annexation  
General Plan Amendment  
Pre-zoning/Rezoning

**Applicant/Owner:** Cornerstone Properties  
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**Project Location:** 5400 Old Redwood Highway  
Petaluma, CA

**APN:** 047-213-017 and 137-011-048

**Parcel Size:** ±12.18 acres

**Zoning:** County: LC (Limited Commercial) F2-RC50-VOH  
City: BP (Business Park) F2

**General Plan:** County: Limited Commercial  
City: Business Park

**Proposal:** General Plan Amendment, Pre-Zoning/Rezoning and Annexation to the City of Petaluma of a ±12.18-acre property for the redevelopment and expansion of an existing artisan vendor and workshop space to a mixed-use development of artisan workshops and vendor space, event space, makers space, artisan market and housing.

## **PROJECT DESCRIPTION**

### **Setting/Location**

The 12.8-acre Project site is located at 5400 Old Redwood Highway in the unincorporated area of Petaluma. The site is within the city of Petaluma Urban Growth Boundary and the City's Sphere of Influence. The property is annexable to the city of Petaluma because it is both within the city's sphere of influence and it is adjacent to incorporated city property. Access to the site is from Old Redwood Highway.

### **Surrounding Land and Land Uses**

As depicted in Figure 1 below, the site is situated in commercial/industrial business park environs. North of the site is Willow Brooks Creek and an under developed commercial/industrial area; west is Old Redwood Highway and an office park; an office park also exists to the south; east is the SMART rail line.



**Figure 1: Surrounding Land Uses**

### **Existing Land Uses**

The site is developed with a 25,971 sq. ft. commercial building currently occupied by multiple artisan vendors. There are two 8,467 sq. ft. sheds that are used for outdoor workspace and storage.

The site, which is within the F-2 Flood Plain, is generally flat and mostly covered with concrete paving. No site grading is proposed for the future expansion/development of the site although the existing paving will be maintained and repaired, permeable areas will be created and ADA accessibility improvements will be installed.

### **Necessary Applications**

Redevelopment and expansion of the site for artisan workshops, maker space, retail, events and housing as well as for the provision of municipal sewer and water will require:

#### Current Applications

- Annexation/ Pre-zoning

- General Plan Amendment
- Rezoning

Future Application

- Conditional Use Permit

**City of Petaluma General Plan, Zoning and Area Plan**

General Plan: Although currently part of the unincorporated area of Petaluma, the Project site carries a Business Park land use designation in the City’s General Plan. In order to effectuate the proposed uses, a General Plan Amendment to the Mixed-Use land use category would be required.

Zoning: Consistent with the General Plan, City’s zoning on the site is BP-F2 (Business Park – Flood Plain). A rezoning to the MU1B-F2 district would be required to facilitate the project.

Area Plan: The site is within the Petaluma River Access Plan. The development as envisioned appears consistent with the plan.

**Applicable Land Uses Under the MU-1B District**

The following is a listing of applicable uses permitted by right and those requiring a Conditional Use Permit under the City of Petaluma MU-1B zoning district.

a. Permitted uses:

- Artisan/Craft Product Manufacturing
- Cabinet Making
- Light Manufacturing
- Art Gallery
- Art, Dance Music Studio
- Artisan Shops
- Groceries and Specialty Foods
- Plant Nursery
- Restaurant, Café, Coffee Shop
- Personal Services
- General Retail
- Work/Live

b. Uses permitted with a Conditional Use Permit:

- Bar, Tavern, Night Club
- Dwelling, Multiple
- Events Center
- Performing Arts

### **Existing and Proposed Land Uses**

The majority of the uses, either existing or envisioned, for The Barn are uses permitted by right under the MU-1B zoning district. They include such current and proposed uses as:

- An outdoor affordable, non-residential artist container studio village planned south of the commercial retail center as noted on the Mixed-Use Development Plan (#7). The proposed artisan village (#7) will provide small affordable space for artists working with mixed media materials.
- Currently, both existing 8,467-sf open air sheds are used for outdoor workspace and storage. When the Barn becomes fully occupied, repurposed shipping containers will be placed under the shed. These shipping containers will become the Artisan Village leased space area of the mixed-use development plan (# located on both sides of 7).
- The commercial building (#4) will be used as retail sales space for multiple artisans. This retail area will be open to the public during regular business hours from M-F 9am-6pm, Saturday and Sunday 10am – 10pm.
- The largest building (#5) is FEED Sonoma, a membership operation with pick-up occurring 7 days a week from 9am - 8pm.
- Artisan markets and some antique sales will occur outdoors between the sheds (#7), on a weekly basis, when weather permitting. In inclement weather, the activity will be moved indoors to Building #12.
- Harmony Farm Supply currently operates a Garden/Farm Supply Store and a 7,200-sf retail nursery. Harmony’s retail nursery operation includes the sale of plant materials, lawn and garden supplies, hardware and related items (#6).
- North Bay Children’s Center would operate a garden teaching center along the frontage of the property. They would use this center to educate teachers, as well as host family events to show how to grow food at home and create nutritional meals with homegrown produce.
- A portion of the residential area (#11) could become live/work housing.
- Retrograde walk-up café (#15)

Envisioned Uses requiring a Conditional Use Permit:

- Multi-family housing (#11).

- Designated space for outdoor performances and amplified music to take place in the open area between the sheds (#7).
- A beer bar/taproom occupying 950 sq. ft. indoors and 510 sq. ft. outdoor patio (#4).
- Event Center and rotating Art Gallery (#12).
- Rotating food trucks would be on site at various in accordance with the regulations of the City of Petaluma (#2). Each food truck will have their own licensing.

Note: Uses requiring a Conditional Use Permit are not being requested at this time.

### **Developed Area**

The existing building covered by roof are a total of 42,905 sf constituting a lot coverage of approximately 8% of the property. The total impervious area of the site excluding building coverage is 296,175 sf or an additional 55% of the site. The remaining site is either undeveloped land, creek-side riparian environment or pervious gravel covered compacted soil.

### **Pedestrian/Bicycle Circulation**

The Project lies 0.26 miles north of the Sonoma County Transit Old Redwood Highway/N. McDowell bus stop and 0.34 miles south of the Old Redwood Highway/Ely Road bus stop. The site is served by Bus Routes 44, 48 and Petaluma Transit Route 2. Petaluma's Bus Line #2 has two stops at the Redwood Gateway Shopping Center that are a short walk (less than .25 miles) to the site.

There is no direct access from the project site to the SMART Rail System. The SMART multi-use pathway from Ely Road north to South Point Blvd. is funded for 2022. This would connect the pathway to downtown Petaluma.

A Class II bicycle lane exists along the frontage of the Project. The Petaluma General Plan identifies a future creek trail along Willow Brook Creek. The project borders the east side of the creek.

### **Anticipated Hours of Operation & Expected Employees:**

The artisan market in the existing commercial building will be open from 9am to 6pm on M-F and 10am to 10pm Saturday and Sunday. Currently, there are 10 employees associated with the artisan market retail space and an additional 15 employees are expected to staff the vendors areas outside.

### **Visitors**

Anywhere from 50-300 visitors, spread throughout the day, are expected after the property is fully leased.

### **Marketing Plan/ Promotional Activities and Events:**

- Weekly Open-Air Artisan's Market with up to 200 visitors
- Monthly Open-air Artisan's Market with up to 300 visitors

- Classes including gardening and artist exhibitions
- Special Events

### **Issues of Concern**

Permeability: The majority of the site is currently paved or compacted soil. The proposed Project will decrease the amount of impervious surface by .....

Floodplain: The property will be redeveloped in accordance with the criteria established for development in the floodplain. There will be no net fill and all new buildings will be built a minimum of 1 ft. above flood elevation.

Climate Action: The Project will strive to incorporate the Petaluma Climate Action Framework through the following features:

- Electric-vehicle charging stations in the residential and events parking area (#10).
- On-site renewable energy.
- Bicycle access and secure bicycle parking area (#9)
- Rainwater catchment system (#6)
- Creek restoration
- Native and drought resistant landscape plan
- Planting trees to sequester carbon and offset carbon footprint
- Reuse of existing structures thereby reducing waste and greenhouse gas emissions.

Housing Affordability: 15% of the proposed non-work/live residential units will be reserve as affordable units; one-half of which will be reserved for very low-income persons and one-half reserved for low-income persons.

Open Space: The project will be developed consistent with the River Access Plan and the open space designation in the General Plan.

Buy Local: The project embodies the concept of Buy Local. The intention of the project is to create dynamic, affordable space for makers and vendors, community gathering opportunities and housing.